

# Stage Stop Market Place

44301 W. Maricopa – Casa Grande Highway  
Maricopa, Arizona

## Comprehensive Sign Program

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## Introduction

The purpose of this Comprehensive Sign Program for **Stage Stop Market Place** in Maricopa Arizona is to ensure an attractive shopping center environment and to protect the interests of the surrounding neighborhood, landlord, and tenants.

These guidelines describe the types of signs allowed and their criteria.

## Glossary

- ❑ **Aggregate Sign Area** The total area of all permitted signs pertaining to any one tenant, which includes freestanding signage, wall signage, and window (storefront) signage/graphics.
- ❑ **Building Frontage** The lineal frontage of the occupancy space.
- ❑ **Cabinet (Typical)** Acrylic, Plexiglas, or plastic-faced panels with surface or second-surface applied or painted graphics, internally backlit in a box construction.
- ❑ **CAM** Common Area Manager, sometimes referred to as landlord or property owner.
- ❑ **Color** The colors of each component of the sign.
- ❑ **Descenders** The lower portion of a letter which extends below the baseline.
- ❑ **Exterior Shop Tenant** A tenant, which occupies a leased portion of the building, which is divided into multiple spaces, and whose linear frontage lies along the exterior wall elevation.
- ❑ **Function** The purpose of the sign.
- ❑ **Form** The shape of the sign.

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DATE \_\_\_\_\_ BY \_\_\_\_\_

- ❑ **Graphics**                      Lettering, symbols, and logos used for name identification (primary identification), and for identification of product and services (secondary identification or modifiers).
- ❑ **Illumination**                      The method of lighting the sign.
- ❑ **Installation**                      The instructions for mounting the sign.
- ❑ **Interior Shop Tenant**                      A tenant, which occupies a leased portion of the building, which is divided into multiple spaces, and whose linear frontage lies along an interior common area.
- ❑ **Layout**                      The arrangement of the sign content and message.
- ❑ **Location**                      The locale of the sign
- ❑ **Materials**                      The materials from which the sign can be constructed.
- ❑ **Quantity**                      The number of signs allowed.
- ❑ **Sign Area**                      The area contained within the smallest rectangle that enclosed all elements of a sign's copy and logos; usually designated "the sign envelope".
- ❑ **Sign Envelope**                      The overall location and dimension of a designated tenant sign placement on the building elevation.
- ❑ **Size**                      The dimension of the sign.
- ❑ **Stylized Cabinet**                      A cabinet sign, which takes an irregular shape to represent a tenant's logo.
- ❑ **Typography**                      The type style which is allowed for use in the sign.
- ❑ **Wall Sign**                      Signage installed parallel to the building fascia, oriented and designed for visibility from a vehicle
- ❑ **Window Graphics**                      Transparent portion of storefront, oriented to pedestrian visibility, used for merchandise display and for graphics.

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## Signage Outline

### Multi-tenant Monument Sign

#### Multi-tenant Sign (Exhibit A)

The double-sided externally illuminated Sign shall be ground mounted. The cabinet will be all aluminum constructed painted to match: Frazee #182 Arizona White with a #3 textured finish. The Project name will be routed panel with show through background. The large tenant panels have a maximum area of 2.75 sq. ft., they are 8.25" x 48". The small tenant panels are 1 sq. ft in size, 4.5" x 2'8". The tenant panels will be aluminum with a faux patina finish and first surface vinyl appliqué. The aged wagon wheel ornaments will be anchored to the base for permanency.

- Location: In Landscape area at entrance to the project.
- Quantity: One
- Height: Not to exceed 8 ft.
- Length: Not to exceed 9', 7 1/4"
- Sign Area: Maximum 48 Sq. Ft.
- Illumination: External gooseneck type down lighting.
- Material: Aluminum with routed copy and first surface vinyl on the tenant panels.
- Letter Color: As shown on exhibit A
- Font Style: As shown on exhibit A

### Externally illuminated Shop Tenant Building Wall Signs

Since this property has a distinct and unusual layout, the criteria for the shop tenant wall signs will vary from the normal City criteria and codes. This property has some shop tenants whose shop linear frontage lies along an interior common area, which we shall call *Interior Shop Tenants*, and some shop tenants whose shop linear frontage lies along the exterior front elevation, which we shall call the *Exterior Shop Tenants*.

Signs shall be stud mounted on the building on the sign envelopes depicted in exhibit F.

A tenant will be assigned an envelope in closest proximity to their leased shop; however, it may not be directly in front of their space. These sign envelopes and assignments will be determined by the CAM.

The main building can have a maximum of ten (10) signs on the building, eight (8) on the front (North) elevation, and one (1) on each end (East and West) elevation of the building. Since there is a determined number of signs which can be applied to the building at any one time, there may not be enough sign space that each shop tenant will be allowed an individual sign. The CAM will determine who will be allowed to have a sign on the building and where their sign will be placed. The CAM will provide the tenant, in writing, their assignment to the corresponding sign envelope.

The signs will be non-illuminated reverse pan channel letters painted a faux patina. The lighting will be provided by external goose neck type down lights attached to the building above the sign envelopes. The length of any shop tenant sign shall not exceed 80% of that shop tenant's leased storefront width. A logo is permitted, not to exceed 25% of the allowed sign area.

■ **Location:** On designated sign envelope assigned to the tenant by the CAM.

■ **Quantity:** One per tenant who has an assigned sign envelope on the building. Signage will not be allowed on building elevations that face residential properties.

■ **Sign Area:** 1 sq. foot of sign area for each lineal foot of leased shop frontage. The maximum sign area for any one business is not to exceed 24 sq. feet. The minimum sign area for any one business is not to exceed 12 sq. feet.

■ **Letter Size:** The overall height of any single line layouts shall not exceed ~~12"~~ minimum and 24" maximum (excluding descenders). The overall height of any double line layouts shall not exceed 24" maximum. Two line applications shall be affixed as depicted in exhibit "D", each line of text shall be no greater than 10" with a 4" space in between the 1<sup>st</sup> and 2<sup>nd</sup> line of text. *be less than*

■ **Material:** Aluminum Reverse Pan Channel Letters with a maximum depth of 1".

■ **Letter Color:** Faux Patina Painted finish, see exhibit E.

■ **Font Style:** As selected by tenant and approved by CAM

## Ancillary Building Wall Signage



This property has a freestanding ancillary building at the SE corner of the property adjacent to the main building. This building is 25 ft. x 25 ft. and will house a flower shop. This building is allowed to have 24 sq. ft. of signage on the North elevation. The sign should follow the same guidelines set forth in this master sign program for tenant building wall signs.

These are non-illuminated pan channel letters with external overhead down lighting.

## Farmer's Market District

Unique to the Stage Stop Market Place is an area designated as the Farmer's Market and Antique Museum. This is a 4,000 sq ft. open-air three-sided building made of corrugated metal. On designated days and hours, this building will house an open-air Farmer's Market. Various vendors will be allowed to set up booths within the designated area to sell their wares.

### Farmer's Market Identification Sign

The Farmer's Market District will have one identification Sign. The sign will be a single sided non-illuminated sign. Since the building is a corrugated metal building and does not have a sign band, The sign background will act as the sign band. The base panel will be 6 ft. in height and 10 ft. in length, the logo will be extend approximately 18" beyond the base. There will be three lines of text, two lines of text at 12" in height with a 4" space between each line; and one line of text at 6" in height. See exhibit (B). The sign will be attached flush to the building on North Elevation facing Maricopa, Casa Grande Highway. The sign may have external overhead lighting. See exhibit B.

### Farmer's Market Vendor Signs

The vendors participating in the Farmer's Market may each display a temporary sign stating the nature of their business and the products for sale. These signs shall be no larger than 12 sq. ft. and shall be displayed only on those days that the Farmer's Market is in session. These signs will be displayed on the interior of the building and will not be viewed from the road. These signs may vary in shape

and fabrication, but are not to exceed 12 sq. These signs shall be removed at the end of each session and will not require a sign permit from the City of Maricopa. See exhibit C.

## General Information

- A. For all signage the CAM (Common Area Manager), sometimes referred to as the landlord / Developer, and the City of Maricopa shall administer and interpret criteria and shall have the right to approve all signs in writing prior to their installation.
- B. Tenants may, at their expense, identify their business with one exterior wall sign on the building providing the CAM has assigned that tenant a sign space.
- C. Submittal and Compliance.
  - 1. **The City of Maricopa requires sign permits for all signs. It shall be tenant's sole responsibility to secure these and any other permits which shall be required prior to installation of any signs, including but not limited to temporary signs. A signed landlord approval letter, along with dated photos of existing building signs shall be submitted to the City in order to obtain said permit(s). (The absence of this landlord approval letter greatly delays the approval process)**
  - 2. Tenant shall submit to CAM for approval three sets of detailed shop drawings covering location, sizes, design, color, materials, lettering, graphics, conduits, junction boxes, sleeves and other mounting apparatus of the proposed wall sign and/or monument panel, prior to submitting to the City.
  - 3. CAM shall review the drawings and return two sets marked "Approved", "Approved as Noted", or "Revise and Resubmit".
    - a) If drawings are marked "approved", the tenant may then submit to the City of Maricopa for review, approval and permitting prior to construction.
    - b) If drawings are marked "approved as noted", the tenant may then make the appropriate correction and submit to the City of Maricopa for review, approval and permitting prior to construction.
    - c) "Revise and Resubmit" drawings shall be revised and resubmitted for CAM approval within 15 days of their receipt by tenant.
    - d) Tenants will be required to provide documentation of CAM approval with permit submittal.



- e) Tenants will be required to provide documentation, by way of dated photos, of existing signs on the building with permit submittal.
  - f) All signs must conform to the approved Comprehensive Sign Program.
  - g) After drawings have been reviewed and approved by the CAM and the City has granted permits, the tenant is allowed to proceed with the fabrication and installation of its' sign in accordance with the approved and permitted drawings.
4. No signs, advertisements, notices or other lettering shall be displayed, exhibited, inscribed, painted, or affixed on any part of the buildings visible from the outside of the premises except as specifically approved by the CAM and City. Signs that are installed without written approval or are inconsistent with approval drawings may be subject to removal and reinstallation by CAM at tenant's expense. (Rude, obscene or offensive signs are not permitted in any locations, whether or not visible from outside the premises and shall be removed at CAM's discretion.)
  5. The CAM's approval of tenant's plans shall not constitute an implication, representation, or certification by the CAM that said items are in compliance with applicable City statutes, codes, ordinances, or other City regulations. Said compliance shall be the sole responsibility of tenant for all work performed on the premises by or for tenant.
  6. All signs must meet applicable City setbacks and sight visibility triangles. Signs are not allowed in the right of ways.
  7. The CAM may replace any broken or faded sign at tenant's expense.
  8. The main building can have a maximum of ten (10) signs on the building, eight (8) on the front (North) elevation, and one (1) on each end (East and West) elevation of the building.
  9. The ancillary building may have one sign on the front (North) elevation.
  10. Temporary leasing signs/banners shall require CAM approval and a permit from the City of Maricopa. Temporary banners and signs can be displayed up to 60 days.
  11. Installation of signage shall adhere to the City of Maricopa Zoning Ordinances.



## Design Requirements

NOTE: The City of Maricopa requires sign permits for all signs prior to erecting signage. It shall be Tenant's sole responsibility to secure these and any other permits which may be required.

- A. No Visible cable or wiring will be permitted.
- B. All Exposed metal cans and returns will be painted Faux Patina.
- C. Animated, flashing, blinking, rotating, moving, audible, placards, posters, playbills, postings, paintings, change-panel, flags, signs in public right-of-way, fixed balloons, bandit signs, A-frame and sandwich boards, wood signs, painted text and exposed neon signs are not permitted.
- D. A permit must be obtained from The City of Maricopa for all temporary signs including but not limited to grand opening and/or special event signs.
- E. Signs are restricted to advertising either (a) the person, firm, company or corporation operating the use conducted on the site, or (b) the products **or service lines** sold therein, but not both.
- F. The CAM shall have the right to modify the attached sign design requirements for any tenant, upon approval by the City of Maricopa. Design modifications to ground monuments shall not be done without approval by the CAM and The City of Maricopa.
- G. Sign text may be placed on more than one row subject to space availability, required approvals, and provided the maximum allowable area guidelines are not exceeded. No more than two lines of copy shall be permitted.
- H. Retail tenants shall be allowed to place a sign in the window panel adjacent to entrance door. Business name, address, or suite number, and hours of business shall be 3-M die cut vinyl letters. The window signage shall not be allowed to exceed two (2) square feet. No other window signage will be allowed without CAM approval.
- I. A tenant shall identify their rear service door for delivery and emergency purposes. Signs shall identify the suite number and business name only, and be located in the center of the door, five feet (5') from the finished floor to the horizontal midline of the sign panel.
- J. No sign shall be closer than 12 inches from a neutral strip between tenants.
- K. Building address numbers shall be provided per the requirements of the City of Maricopa Fire District.

- L. The aggregate of any combination of the elevation square footage may not be applied to one elevation.

## Construction Requirements

- A. All sign bolts, fastenings, sleeves, and clips shall be of hot dipped galvanized iron, stainless steel, aluminum, brass, or bronze and no black iron material of any type will be permitted.
- B. No labels shall be permitted on the exposed surface of signs, except those required by local ordinance. Those required shall be applied in an inconspicuous location.
- C. All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition.
- D. All exposed metals shall be painted to render them inconspicuous.
- E. Sign contractor and/or tenant shall pay for any damage to the fascia, canopy, structure, roof or flashing caused by sign installation.
- F. All signs shall conform to the local Building Code Standards.

## Signage Standards & Requirements

All signs at The Stage Stop Market Place must be compatible with the standards outlined in this section and the Stage Stop Market Place Comprehensive Sign Program. The purpose of the sign standards is to ensure an attractive shopping center environment and to protect the interests of the surrounding neighborhood, Developer, and tenants of all parcels within The Stage Stop Market Place. Conformance will be strictly enforced, and any installed nonconforming or unapproved signs will be brought into conformance at the sole expense of the tenant.

It is the responsibility of the CAM to provide each tenant a copy of the sign program.

Before designing signs, all Stage Stop Market Place tenants will receive a copy of these sign standards. Sign plans submitted to the CAM for approval must conform to the sign standards. The CAM will administer and interpret the criteria. Plans for all signs must be approved by the CAM, in writing, prior to installation.

For CAM review, send signage drawings, in triplicate to:



**William Dunn  
Dunn Holding, LLC  
19536 N. John Wayne parkway  
Maricopa, AZ 85239  
520-568-2424**

The proposed locations for signage are shown in Exhibit E. Tenants, at their expense, may identify their leased premises with one exterior wall sign, providing that the CAM has assigned that tenant a sign space, on the assigned sign envelope on the face of the building.

### **Signage Standards & Requirements**

1. **Signage proposal.** Each tenant must submit to the CAM three (3) sets of detailed shop drawings showing locations, sizes, design, colors, materials, lettering, graphics, conduits, junction boxes, sleeves, and other mounting apparatus of all proposed wall, window, and rear door signs. This submittal must be made at least fifteen (15) days prior to submitting for permits or manufacturing.
2. **Sign contractor's responsibilities.** Prior to preparation of signage drawings and specifications, the tenant's sign contractor must review all architectural, structural, and electrical documents as they relate to the building wall and/or storefront at the proposed location of signage. In addition, the sign contractor should visit the project site to become familiar with as-built conditions and verify all dimensions.
3. **CAM review.** After review of the signage proposal, the CAM will return two of the three sets of the drawings to the tenant, marked either "Approved", "Approved as Noted", or "Revised and Resubmit".
4. **"Approved".** If drawings are marked "Approved", the tenant may then submit to The City of Maricopa for review, approval and permitting prior to construction and installation.
5. **"Approved as Noted".** If drawings are marked "Approved as Noted", the tenant shall then make the appropriate corrections and submit to the City of Maricopa for review, approval and permitting prior to construction and installation.
6. **"Revise and Resubmit".** If drawings are marked "Revise and Resubmit", the plans will be returned to the tenant with comments. The drawings should be revised and resubmitted for CAM approval.
7. **Messages.** Signs are restricted to advertising either (a) the person, firm, company or corporation operating the use conducted on the site, or (b) the products sold therein, but not both.
8. **Tenant responsibilities for other regulations.** The CAM's approval of a tenant's signage plans does not constitute an implication, representation, or certification by the CAM that those plans are in compliance with applicable statutes, codes, ordinances, or other regulations. Compliance with other regulations is the sole responsibility of the tenant for all work performed on the premises by or for the tenant.

9. **Prohibited signs.** No signs, advertisements, notices, or other lettering shall be displayed, exhibited, inscribed, painted, or affixed on any part of the buildings visible from outside the premises, except as specifically approved by the CAM and reviewed, approved and permitted by The City of Maricopa. Signs that are installed without written approval from the CAM and The City of Maricopa, or that are inconsistent with approved drawings may be subject to removal and re-installation by the Developer at the tenant's expense. Rude, obscene, offensive, animated, flashing, blinking, rotating, moving, or audible signs; placards; posters; playbills; postings; paintings; flags; signs in public right-of-way; bandit signs; A-Frame and Sandwich Boards; and fixed balloons are not permitted in any location, whether or not visible from outside the premises. Change-panel signs are prohibited, except at gas stations. Exposed neon signs are prohibited. Prohibited signs will be removed at the CAM's discretion.
10. **Non-Illuminated Signs.** The City of Maricopa requires permits for all signs. It is the tenant's sole responsibility to secure these and any other permits that may be required prior to the installation or construction of any signage.
11. **Size Limitation.** Maximum letter length may vary according to storefront but it must not exceed the area allocated for signage.
12. **Labels.** No labels are permitted on the exposed surface of signs, except those required by local ordinance. These are to be installed in an inconspicuous location.
13. **Freestanding signs.** All freestanding signs must meet applicable setbacks and sight visibility triangles, and their installation must comply with all local building codes. No tenant will be allowed an individual monument or freestanding sign.
14. **Upkeep and maintenance.** Each tenant is fully responsible for the upkeep and maintenance of its wall sign(s), including any pylon or monument signage, and tenants are to repair any sign defects within ten (10) days of notification. If a tenant does not repair said sign(s), the Developer, at the tenant's sole cost and expense, may repair and/or replace sign(s). A penalty of 100% of the Developer's cost to repair said signage, in addition to the cost of the repair, may be assessed to the tenant if the Developer is required to provide the necessary maintenance due to the tenant's non compliance following notification.
15. **Sealing of building penetrations.** All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight fashion.
16. **Damage caused by or during installation.** The sign contractor and/or tenant will pay for any damage to a building's fascia, canopy, structure, roof or lashing caused by sign installation.
17. **Required insurance for sign contractors.** All sign contractors must carry workers' compensation and commercial liability insurance against all damages suffered or done to any and all persons and/or property while engaged in the construction or installation of signs, with a combined single limit in an amount not less than two million and no/100 dollars (\$2,000,000.00) per occurrence. Every sign contractor must hold a current



contractor's license in the State of Arizona. Developer must be named as additionally insured in the worker's compensation and commercial liability insurance.

18. **CAM's right to modify requirements.** The CAM has the right to modify the sign standards and requirements for any tenant provided that the requested revisions are allowed in the comprehensive sign package, then submitted for review, approval and permitting by the city of Maricopa.

## Sign System Summary

The **Stage Stop Market Place** is comprised of the following sign types.

### Free Standing Monument Sign

There shall be no more than one (1) freestanding multi-tenant monument sign, at the entrance to the property in the landscape area adjacent to the paved road.

- A. **Location** The sign will be located at the entrance to the property in the landscape area adjacent to the paved road.
- B. **Set Back** Any freestanding signs must be set back a minimum of five (5) feet from any property line and outside of any sight visibility triangles.
- C. **Conformity** The colors and materials of each freestanding sign must conform to and be consistent with the exterior colors and materials identified in The Stage Stop Market Place Design Guidelines.

### Address Numbers

The monument sign shall be required to install address numbers in a size and location visible from the street. The design and colors shall be approved by the City of Maricopa Planning Department and Fire Department staff prior to issuance of a Certificate of Occupancy.

### Wall Sign Guidelines

General Construction requirements for wall signs. All shop tenants must have storefront signs fabricated from non-illuminated Reverse Pan Channel letters.

**A. Individual Reverse Pan Channel Letters & Logos.**

- 1) Individual reverse pan channel letters and logos must be constructed with aluminum returns. No "Channelume", "Letteredge", or similar material will be allowed.
- 2) Non-Illuminated Individual letters and logos must be a maximum and minimum of 1" depth.

**B. Cabinet Signs**

Typical cabinet signs are prohibited. However, "custom stylized cabinet signage can take the form and shape of a particular logo.

**C. Materials for fasteners.** All sign bolts, fastenings, sleeves, and clips must be of hot-dipped galvanized iron, stainless steel, aluminum, brass, or bronze. No black iron material of any type will be permitted. All mechanical mounting equipment shall be painted to match the color of the elevation of which the sign is permitted.

**D. Exposed Connection Devices.** All exposed connection devices must be painted to render them inconspicuous unless they are part of the overall design character of the sign.

**E. Maximum Area.**

The maximum wall sign area per suite shall not exceed 80% of the leased space.

**F. Colors.** Colors are per master sign program.

**G. Letter Style.** Letter style is to be per tenant's choice and approval by CAM.

**H. Illumination.** Illumination is to be external gooseneck down lighting on the building.

**Window Storefront Graphics**

Each tenant will be allowed to place a sign in the window panel adjacent to the entrance door, subject to the following:

**A. Content.**

- 1) Business Name
- 2) Address or suite number
- 3) Hours of business

**B. Material.**

- 1) 3-M die-cut vinyl
- 2) Can be first surface (exterior) or second surface (interior) applied.

**C. Letter Height.**

- 1) Address, Suite Number: Maximum of 4 inch letters

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- 2) Business Name: Maximum of 2 inch letters
- 3) Business Hours: Maximum of 2 inch letters

**D. Size**

- 1) The window signage shall be no greater than 2 sq. ft.

**E. Letter Style.**

- 1) Lettering may be stylized in compliance with tenant's corporate identification.
- 2) Lettering is subject to approval by the CAM.

**F. Window (storefront) graphics and signage.**

- 1) Other window graphics may not exceed 25% of the total area of the windows through which they are visible.
- 2) Windows shall not be painted, marked or masked to screen or obscure the interior from view.
- 3) All storefront graphics and signage are subject to approval by the CAM.

**Farmer's Market Signs**

A. The Farmer's Market will be allowed one identification sign with a sign band on the building not to exceed 60 sq. ft. and the copy not to exceed three lines of copy with the following guidelines:

- 1) **3 lines** of copy will consist of two lines with two 12" lines of copy with a 4" space between the 1<sup>st</sup> and 2<sup>nd</sup> line of text and one line of 6" copy with a 4" between the 2<sup>nd</sup> and 3<sup>rd</sup> line of text.
- 2) **2 lines** of copy will consist of two lines of 17" copy with a 4" space between the 1<sup>st</sup> and 2<sup>nd</sup> line of text.
- 3) **1 line** of copy will consist of one line of 34" copy .

B. The vendors may display interior temporary signs on the days the Farmer's Market is in session. Those signs are not to exceed 12 sq. ft in size.

**Rear Service Entrance Signs**

Tenants may identify their rear service door for delivery and emergency purposes. Signs may identify tenant's name and service entrance hours. The sign must be located in the center of the door, five

feet (5') from the finished floor to the horizontal midline of the sign panel

**A. Size**

- 1) Plaque should be 12" x 18"
- 2) Lettering should be two inch (2") die cut vinyl

**B. Color**

- 1) Plaque should match the color of the door
- 2) Lettering should be black

**C. Letter Style**

- 1) Lettering may be stylized in compliance with tenant's corporate identification.
- 2) Lettering is subject to approval by the CAM.

**Fire Lane Signage**

Fire Lane signs shall be located, reviewed, installed and approved based on the Maricopa Fire District and the 1997 Uniform Fire Code.

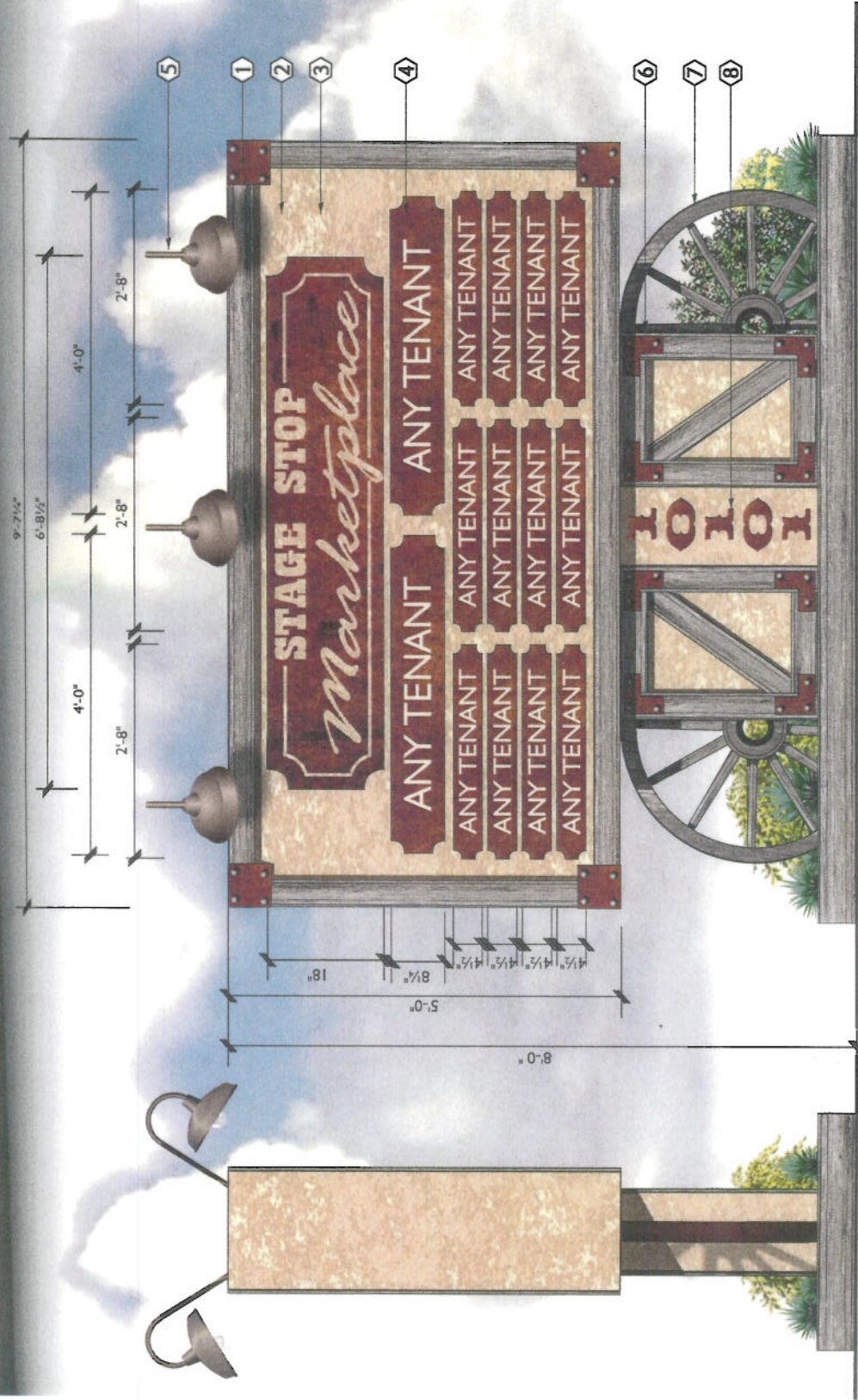
**Signage Consultant**

**Tricia Traylor**  
**Young Electric Sign Company**  
**6725 West Chicago Street**  
**Chandler, AZ 85226**  
**480-403-7760 Direct**  
**623-523-2744 Cell**  
**ttraylor@yesco.com**





- SPECIFICATION KEY NOTES**
- ① PAINTED FAUX AGED WOOD GRAIN BORDER WITH FAUX RUST CORNER PLATES.
  - ② FABRICATED ALUMINUM DISPLAY PAINTED FRAZEE #8217 W WITH A #3 TEXTURED FINISH.
  - ③ PANEL IS FABRICATED OF ALUMINUM PLATE, ROUTED COPY FOR SHOW THRU BACKGROUND. PANEL IS TO BE MOUNTED FLUSH TO SIGN FACE. PANEL IS PAINTED A FAUX RUST FINISH.
  - ④ ALL TENANT PANELS ARE TO BE FABRICATED OF ALUMINUM, ALL TENANT COPY IS FIRST SURFACE APPLIED #360-49 BEIGE. BACKGROUND IS PAINTED FAUX RUST FINISH.
  - ⑤ GOOSE NECK TYPE DOWN LIGHTING THREE (3) FIXTURES PER FACE.
  - ⑥ FABRICATED ALUMINUM BASE WITH PAINTED FRAZEE #8217 W WITH A #3 TEXTURED FINISH. EMBELLESHEMENT PAINTED FAUX AGED WOOD GRAIN BORDER WITH FAUX RUST CORNER AND CENTER PLATES.
  - ⑦ AGED WAGON WHEEL ORNAMENT TO BE ANCHORED TO BASE FOR PERMANENCY
  - ⑧ ADDRESS NUMERALS ARE FLAT CUT OUT ALUMINUM PAINTED A FAUX RUST FINISH.



**A** MONUMENT SIGN ELEVATION (OPTION I.I)  
 SCALE: 3/4" = 1'-0"  
 (48.0 SQ. FT.)

END VIEW

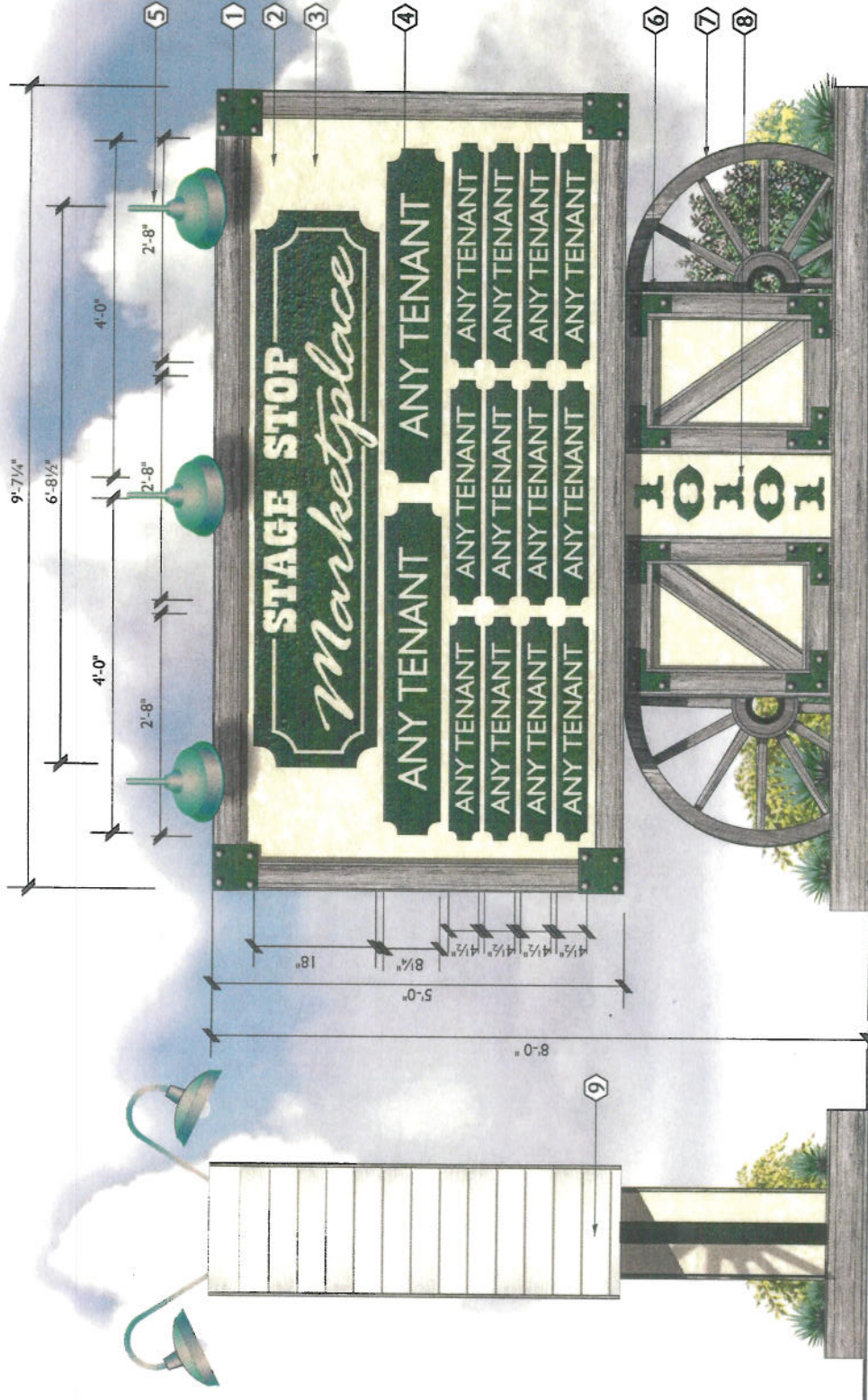
APPROVED  
☒ AS IS ☐ CHANGES  
 DATE: 7.14 BY: [Signature]

**STAGE STOP Marketplace**



# SPECIFICATION KEY NOTES

- 1 PAINTED FAUX AGED WOOD GRAIN BORDER WITH PAINTED FAUX VERDE GRIS (PATINA) CORNER PLATES.
- 2 FABRICATED ALUMINUM DISPLAY PAINTED FRAZEE #182 ARIZONA WHITE WITH A #3 TEXTURED FINISH.
- 3 PANEL IS FABRICATED OF ALUMINUM PLATE, ROUTED COPY FOR SHOW THRU BACKGROUND. PANEL IS TO BE MOUNTED FLUSH TO SIGN FACE. PANEL TO HAVE A PTD. FAUX VERDE GRIS (PATINA) FINISH W/ HEAVY GREEN ACCENTS.
- 4 ALL TENANT PANELS ARE TO BE FABRICATED OF ALUMINUM. ALL TENANT COPY IS FIRST SURFACE APPLIED #3650-49 BEIGE. BACKGROUND IS PAINTED FAUX PATINA FINISH.
- 5 GOOSE NECK TYPE DOWN LIGHTING THREE (3) FIXTURES PER FACE PAINTED TO MATCH GREEN BUILDING ACCENTS.
- 6 FABRICATED ALUMINUM BASE WITH PAINTED FRAZEE #182 ARIZONA WHITE & #3 TEXTURED FINISH. EMBELLESMENT PAINTED FAUX AGED WOOD GRAIN BORDER WITH FAUX PATINA CORNER AND CENTER PLATES.
- 7 AGED WAGON WHEEL ORNAMENT TO BE ANCHORED TO BASE FOR PERMANENCE.
- 8 ADDRESS NUMERALS ARE FLAT CUT OUT ALUMINUM PTD. A FAUX VERDE GRIS (PATINA) FINISH.
- 9 WHITE-WASHED WOODEN SIDING TO MATCH BUILDING



MONUMENT SIGN ELEVATION (COLOR OPTION)

SCALE: 1/4" = 1'-0"

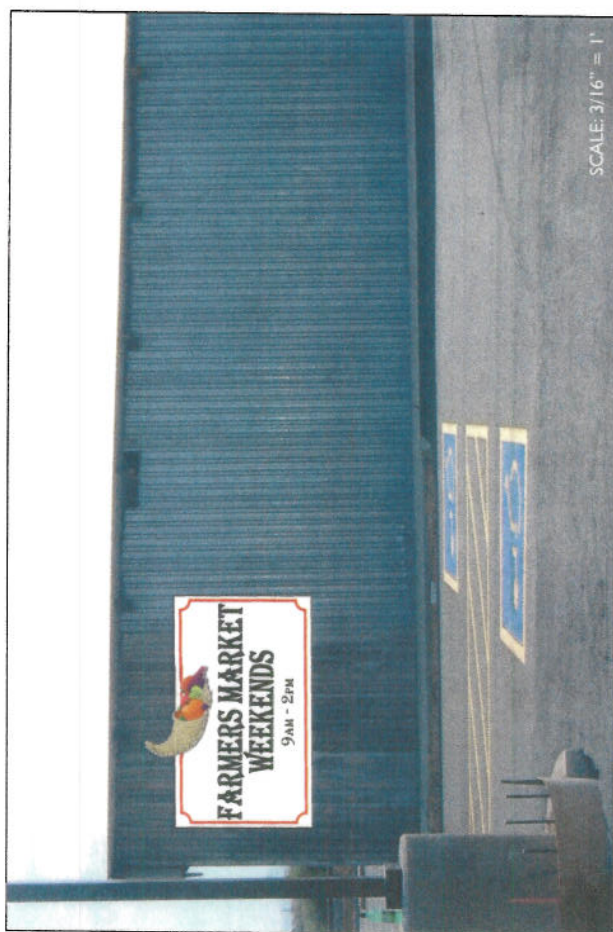
(48.0 SQ. FT.)

END VIEW

APPROVED  
AS IS  
DATE 2.14 BY [signature]  
NOT  
BY [signature]

STAGE STOP Marketplace



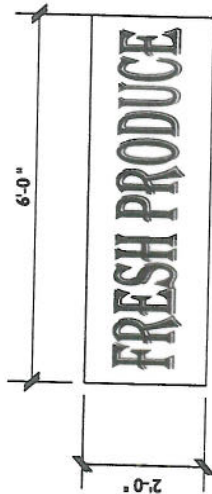


**B** SINGLE FACE WALL MOUNTED SIGN PANEL  
SCALE: 1/2" = 1'-0"

### DESCRIPTION

MANUFACTURE AND INSTALL (1) ONE SINGLE FACE NON-ILLUMINATED SIGN PANEL.  
PANEL IS 1" THICK MEDEK PAINTED WHITE. ALL DECORATION IS FIRST SURFACE APPLIED  
FILM AND DIGITAL PRINT.

APPROVED  
☒ AS IS ☐ NOTE CHANGES  
 DATE 2.14 BY BJS



**C** SINGLE FACE WALL MOUNTED VENDOR SIGN PANEL  
SCALE: 1/2" = 1'-0"

## Farmer's Market District

Unique to the Stage Stop Market Place is an area designated as the Farmer's Market and Antique Museum. This is a 4,000 sq ft. open-air three-sided building made of corrugated metal. On designated days and hours, this building will house an open-air Farmer's Market. Various vendors will be allowed to set up booths within the designated area to sell their wares.

## Farmer's Market Identification Sign

The Farmer's Market District will have one identification sign. The sign will be a single sided non-illuminated sign. Since the building is a corrugated metal building and does not have a sign band, the sign background will act as the sign band. The base panel will be 6 ft. in height and 10 ft. in length, the logo will be extend approximately 18" beyond the base. There will be three lines of text, two lines of text at 12" in height with a 4" space between each line; and one line of text at 6" in height. See exhibit (B). The sign will be attached flush to the building on North Elevation facing Maricopa, Casa Grande Highway. The sign may have external overhead lighting. See exhibit B.

## Farmer's Market Vendor Signs

The vendors participating in the Farmer's Market may each display a temporary sign stating the nature of their business and the products for sale. These signs shall be no larger than 12 sq. ft. and shall be displayed only on those days that the Farmer's Market is in session. These signs will be displayed on the interior of the building and will not be viewed from the road. These signs may vary in shape and fabrication, but are not to exceed 12 sq. These signs shall be removed at the end of each session and will not require a sign permit from the City of Maricopa. See exhibit C.

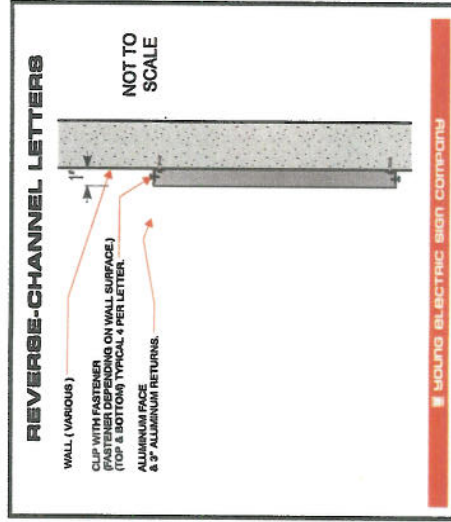
APPROVED  
BASIS  
2.14  
NOTE  
DSS



# TYPICAL NON-ILLUMINATED TENANT WALL SIGN



APPROVED  
☐ AS IS ☐ NOTE CHANGES  
 DATE BY BS



185'-0"



**E** BUILDING SIGN ELEVATION (OPTION 1.2)

N.T.S.

64'-0"

64'-0"

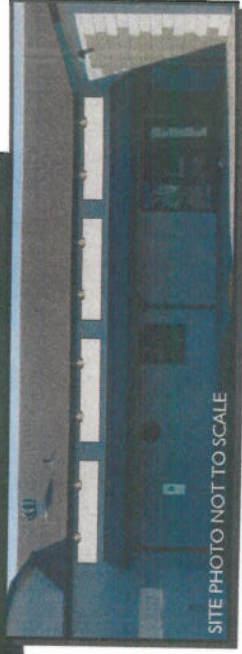


**E** BUILDING SIGN ELEVATION (OPTION 1.2)

N.T.S.

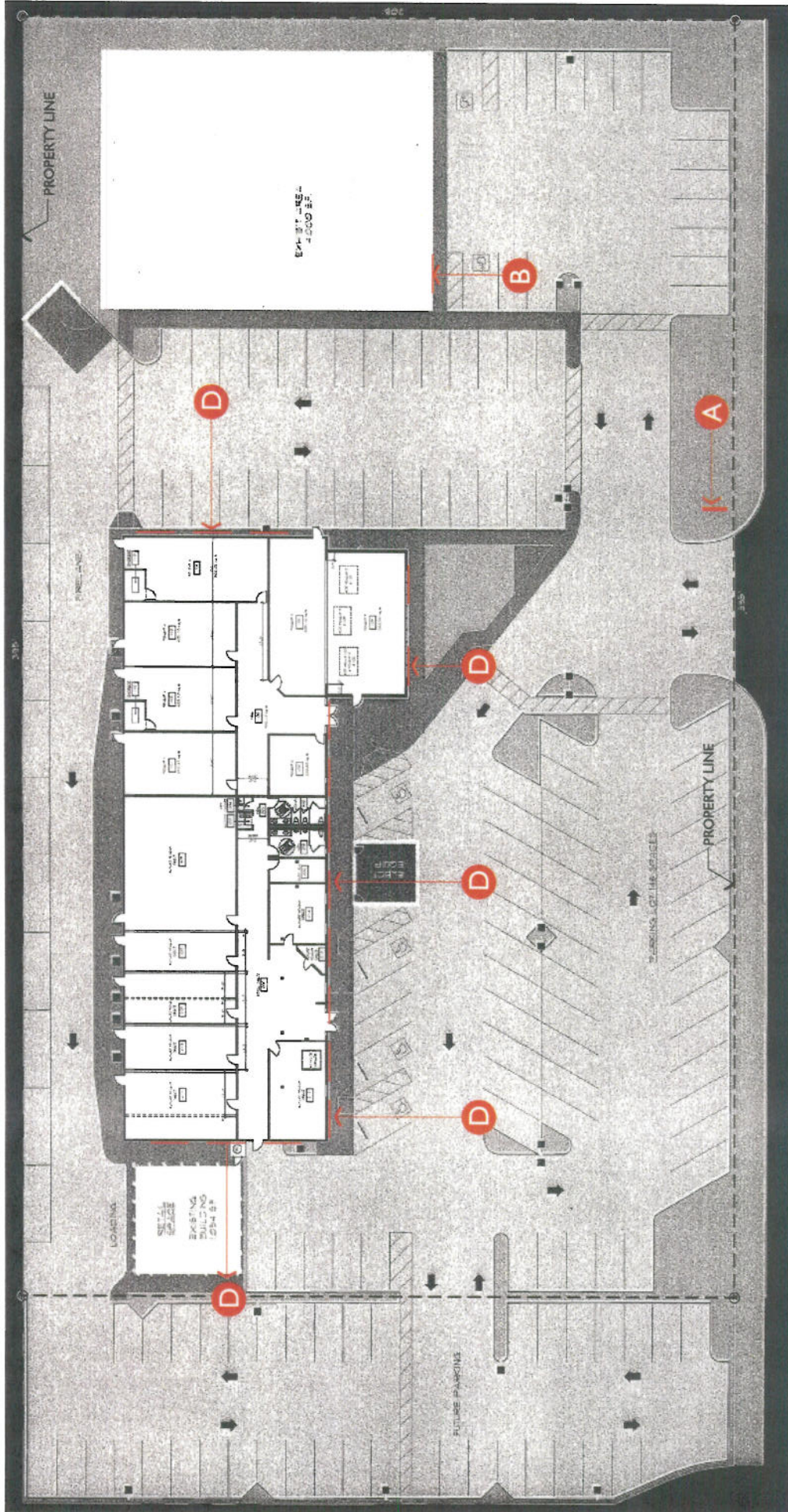
**APPROVED**

AS IS ☐ WITH CHANGES ☐  
DATE 2/14/17 BY BLS



**STAGE STOP** Marketplace





**APPROVED**  
☐ AS IS ☐ NOTE CHANGES  
 DATE \_\_\_\_\_ BY \_\_\_\_\_

**F** SITE PLAN  
 SCALE 1" = 30'

**STAGE STOP Marketplace**



# MEMORANDUM

To: Honorable Mayor and City Council  
From: Amy Haberbosch, Planning Director  
Through: Brandy Schade, Planner II  
Meeting Date: December 19, 2006  
Subject: Comprehensive Sign Package for Stage Stop Marketplace

**SGN06-73:** A request by Young Electric Signs (YESCO) for review and approval of a **Comprehensive Sign Package for the Stage Stop Marketplace**. This comprehensive sign package outlines signage requests for: one (1) freestanding multi-tenant sign, (10) inline building wall signs for the inline shops and (1) wall sign for the 'Farmers Market'. This development is located at 41301 W Maricopa-Casa Grande Highway, it is generally located south of the Maricopa-Casa Grande Highway and approximately 1/10<sup>th</sup> of a mile west of Plainview street and lies approximately 1000 feet east of the John Wayne Parkway (SR347) the current zoning designation is "CI-2" Industrial.

Case number SGN06-73 was heard before the Planning & Zoning Commission on **November 27, 2006**, in which it was **UNANIMOUSLY APPROVED**.

The Stage Stop Marketplace came before the City of Maricopa's Planning & Zoning Commission for **site plan review and approval on February 13, 2006**; it was **approved by City Council on March 07, 2006**. The zoning for this site is 'CI-2' Industrial, and the site's previous uses have been industrial in nature. The intended use for this site is commercial, and as such the applicant is seeking a comprehensive sign package for the future tenants' signage identification needs.

Overall Staff believes this is a very good sign package. With the proposed freestanding multi-tenant sign the applicant is proposing an aesthetic that has not yet been seen by the Commission, and Staff believes that the aesthetic chosen will reinforce the overall center's 'general store' type appearance. The requests made in this comprehensive sign package are appropriate for this sites size. The ratios proposed of 1/1 ([1] one square foot of signage for every [1] one linear foot of leased building frontage) is typical and similar requests of this ratio have previously been approved by the Commission.

An atypical feature in this package that is interesting to note is the floor plan for this center. By and large in commercial developments a tenant's store front is laid out in such a manner that the tenant has leased space that spans the length of the front and back of the commercial center that a given business resides within. The interior of the Stage Stop Marketplace is atypical in that many of the future tenants will be internalized, which means that approximately 1/2 of all the tenants will not have building frontage. To be clear, the term 'store frontage' literally refers to the amount of leased store front area that a business has, it is above this store front area that an external wall sign is allowed to reside. This is important to note because the industry standard for measuring building wall signage is to use the amount of leased building frontage that a given tenant has to quantify how much sign square footage for which a tenant is eligible for. To provide a tangible example, if a tenant had 15'-

ASIS  
DATE 1/11/07  
BS



0" of leased store frontage they would typically be eligible for 15'-0" square feet of signage. In this comprehensive sign package, the applicant is requesting the common amount of one square foot of building wall signage for every one linear foot of leased building frontage. However, because of this development's floor layout with many of the future tenants being internalized, many of these businesses will not have leased building frontage. After the November 27, 2006 Planning & Zoning meeting the applicant provided clarification within the revised comprehensive sign package that outlines that not all tenants will be eligible for exterior wall signage.

#### RECOMMENDED MOTION

Staff recommends **APPROVAL** of SGN06.73 a **Comprehensive Sign Package** booklet (dated by the City as December 14, 2006) for the "Stage Stop Marketplace" to include signage for; (1) Freestanding Multi-Tenant Monument sign, (10) wall signs for the inline shops and (1) wall identification sign for the 'Farmers Market'. As amended by the City Council and subject to the following seven (7) stipulations;

1. All signage shall be implemented based on the Stage Stop Marketplace Comprehensive Sign Package and exhibits contained therein, unless otherwise specified in the below stipulations.
2. There shall be a total of no more than ten (10) exterior wall signs of any type allowed on the main building; eight (8) of which may reside on the front of the main building (north elevation); the remaining two (2) wall signs may reside on the east and west sides of the building (no more than 1 wall sign per each side of the building).
3. Staff recommends a wall mounted directory for all tenants that are ineligible for exterior wall signs. Said directory shall be reviewed and approved by Staff if it is intended to be implemented on the exterior of the building.
4. Overhead lighting for signage shall be allowed per the exhibits within the comprehensive sign package and is subject to electrical permits through the City of Maricopa; any additional lighting will require review and approval by Staff.
5. Sight visibility triangles, shall be maintained as defined in the AASHTO 2001 standards (American Association of State Highway and Transportation Officials).

6. A signed landlord / Common Area Manager Approval letter shall be submitted with any and all sign permit request.
7. This CSP runs with the development and any changes to the "Comprehensive Sign Package" will require approval by the Developer / Landlord and the City of Maricopa.





January 19, 2007

Tricia Traylor  
6725 W. Chicago St.  
Chandler Az 85226

RE: Minor Addition to the approved Stage Stop Marketplace Comp Sign Package  
(SGN06.73).

Ms. Traylor,

The City has reviewed and **approved your request** to include the ancillary building in the approved Stage Stop Marketplace Comprehensive Sign Package; with the understanding that the signage will not exceed twenty four (24) square feet, will comply with all provisions of the approved CSP and will only be on the north elevation.

Sincerely,

A handwritten signature in cursive script that reads "Brandy Schade".

Brandy Schade  
Planner  
520 568 9098 x231